

ORDER



Orders
Order / Rev: 702116
Alt Order #: 06235532
Product Desc: HOUSE MAJORITY PAC
Estimate: 1429
Flight Dates: 09/11/12 - 10/01/12
Original Date / Rev: 09/14/12 / 09/14/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/29/12	58	\$66,600.00	\$56,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$66,600.00	\$56,610.00	0.00
Totals	58	\$66,600.00	\$56,610.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$66,600.00
Market	100%	\$266,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	19%	\$50,616.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	22%	\$58,608.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	34%	\$90,576.00
WFTC	0%	\$0.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/11/12	10/01/12	M-F 10-1035p KARE News 10p	CM	10-1035p	MTWTF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$2,400.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
2	KARE	09/11/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	2	\$1,400.00
		COMMENTS APPLY TO SUB LINES A THRU B TONITE SHW-NBC<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$700.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
3	KARE	09/11/12	10/01/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	2	\$550.00
		COMMENTS APPLY TO SUB LINES A THRU B DAYS-OUR LIVES<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$275.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
5	KARE	09/11/12	10/01/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	7	\$450.00	P-2	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		7				\$450.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
6	KARE	09/11/12	10/01/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	2	\$1,700.00
		COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$850.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
8	KARE	09/11/12	10/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		COMMENTS APPLY TO SUB LINES A THRU B KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$1,500.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
9	KARE	09/11/12	10/01/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		COMMENTS APPLY TO SUB LINES A THRU B ENT TONIGHT 30													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$1,500.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
10	KARE	09/11/12	10/01/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	2	\$600.00
		COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW2-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----		0				\$0.00		0.00			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$300.00		0.00			
		Week: 09/25/12	10/01/12	-----		0				\$0.00		0.00			
12	KARE	09/21/12	09/21/12	Fri Prime ALMA AWARDS	CM	Fri Prime (6:58 PM-8:00 PM)	----F--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ALMA AWARDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--		2				\$900.00		0.00			
13	KARE	09/24/12	10/01/12	Mon Prime Other THE VOICE	CM	Mon Prime Other (6:58 PM-9:00 PM)	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1				\$6,000.00		0.00			
Week:		10/01/12	10/07/12	-----		0				\$0.00		0.00			
14	KARE	09/29/12	09/29/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$700.00	P-2	0.00	NM	0	\$0.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	09/24/12-09/30/12		Sat 5-530p		5-530P	-----Sa--	:30		(\$700.00)		0.00	NM		
Credited															
15	KARE	09/22/12	09/22/12	Notre Dame Football Notre Dame Football	CM	630-10P	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		2				\$750.00		0.00			
17	KARE	09/15/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		2				\$700.00		0.00			
Week:		09/17/12	09/23/12	-----S-		2				\$700.00		0.00			
Week:		09/24/12	09/30/12	-----S-		2				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KARE	09/24/12-09/30/12		Sat 8-10a		8-10a	-----Sa--	:30		(\$700.00)		0.00	NM		
See MG 17.7,17.8 [Prgm Change Ryder Cup]															
6	KARE	09/24/12-09/30/12		Sat 8-10a		8-10a	-----Sa--	:30		(\$700.00)		0.00	NM		
See MG 17.7,17.8 [Prgm Change Ryder Cup]															
7	KARE	09/15/12-09/15/12		Sat 8-10a		8-10a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 17.5,17.6															
8	KARE	09/22/12-09/22/12		Sat 8-10a		8-10a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 17.5,17.6															
19	KARE	09/16/12	09/30/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$850.00	P-2	0.00	NM	2	\$1,700.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$850.00		0.00			
Week:		09/17/12	09/23/12	-----S		1				\$850.00		0.00			
Week:		09/24/12	09/30/12	-----		0				\$0.00		0.00			
21	KARE	09/13/12	09/17/12	M-F 10-1035p KARE News 10p	CM	10-1035p	M--TF--	:30	1	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		1				\$2,400.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$2,400.00		0.00			
22	KARE	09/13/12	09/17/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M--TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		1				\$700.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$700.00		0.00			
23	KARE	09/13/12	09/16/12	Days of Our Lives Days of Our Lives	CM	12-1p	---TF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--		1				\$275.00		0.00			

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	KARE	09/17/12	09/17/12	Days of Our Lives Days of Our Lives	CM	12-1p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M-----		1			\$275.00		0.00				
25	KARE	09/13/12	09/16/12	M-F 3-4p DR OZ	CM	3-4p	---33--	:30	6	\$450.00	P-2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	---33--		6			\$450.00		0.00				
26	KARE	09/17/12	09/17/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M-----		1			\$450.00		0.00				
27	KARE	09/12/12	09/14/12	M-F 430-5p Jeopardy	CM	430-5P	---TF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	---TF--		2			\$850.00		0.00				
28	KARE	09/12/12	09/14/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---TF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	---TF--		2			\$1,500.00		0.00				
29	KARE	09/12/12	09/14/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	---TF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	---TF--		2			\$1,500.00		0.00				
30	KARE	09/13/12	09/14/12	M-F 9-10a TODAY	CM	9-10a	---TF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	---TF--		1			\$300.00		0.00				
31	KARE	09/17/12	09/17/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M-----		1			\$300.00		0.00				
N33	KARE	09/18/12	09/18/12	Tue Prime THE VOICE	CM	Tue Prime (6:58 PM-8:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-T-----		1			\$6,000.00		0.00				
N34	KARE	09/23/12	09/23/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$8,000.00		0.00				
N35	KARE	09/22/12	09/22/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$1,000.00		0.00				
Totals													58	\$66,600.00	